

<b>Demographic Summary</b>	<b>2018</b>	<b>2023</b>
Population	5,157	5,997
Population 18+	3,731	4,354
Households	1,595	1,892
Median Household Income	\$31,237	\$35,916

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,705	45.7%	97
Bought any women's clothing in last 12 months	1,494	40.0%	93
Bought clothing for child <13 years in last 6 months	1,121	30.0%	112
Bought any shoes in last 12 months	1,900	50.9%	95
Bought costume jewelry in last 12 months	644	17.3%	95
Bought any fine jewelry in last 12 months	619	16.6%	93
Bought a watch in last 12 months	628	16.8%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,196	75.0%	88
HH bought/leased new vehicle last 12 mo	111	7.0%	72
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,921	78.3%	92
Bought/changed motor oil in last 12 months	1,796	48.1%	101
Had tune-up in last 12 months	841	22.5%	88
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,536	68.0%	98
Drank regular cola in last 6 months	2,176	58.3%	132
Drank beer/ale in last 6 months	1,470	39.4%	93
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	175	4.7%	40
Own digital SLR camera/camcorder	156	4.2%	54
Printed digital photos in last 12 months	445	11.9%	51
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,423	38.1%	106
Have a smartphone	2,735	73.3%	92
Have a smartphone: Android phone (any brand)	2,002	53.7%	138
Have a smartphone: Apple iPhone	621	16.6%	43
Number of cell phones in household: 1	538	33.7%	109
Number of cell phones in household: 2	517	32.4%	84
Number of cell phones in household: 3+	440	27.6%	100
HH has cell phone only (no landline telephone)	1,045	65.5%	125
<b>Computers (Households)</b>			
HH owns a computer	797	50.0%	67
HH owns desktop computer	386	24.2%	63
HH owns laptop/notebook	570	35.7%	63
HH owns any Apple/Mac brand computer	103	6.5%	36
HH owns any PC/non-Apple brand computer	728	45.6%	73
HH purchased most recent computer in a store	363	22.8%	62
HH purchased most recent computer online	75	4.7%	35
Spent <\$500 on most recent home computer	184	11.5%	76
Spent \$500-\$999 on most recent home computer	149	9.3%	53
Spent \$1,000-\$1,499 on most recent home computer	61	3.8%	40
Spent \$1,500-\$1,999 on most recent home computer	54	3.4%	73
Spent \$2,000+ on most recent home computer	53	3.3%	82

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,263	60.7%	97
Bought brewed coffee at convenience store in last 30 days	487	13.1%	97
Bought cigarettes at convenience store in last 30 days	562	15.1%	138
Bought gas at convenience store in last 30 days	1,350	36.2%	98
Spent at convenience store in last 30 days: <\$20	194	5.2%	72
Spent at convenience store in last 30 days: \$20-\$39	325	8.7%	91
Spent at convenience store in last 30 days: \$40-\$50	294	7.9%	95
Spent at convenience store in last 30 days: \$51-\$99	186	5.0%	89
Spent at convenience store in last 30 days: \$100+	928	24.9%	112
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,886	50.5%	85
Went to live theater in last 12 months	216	5.8%	50
Went to a bar/night club in last 12 months	439	11.8%	67
Dined out in last 12 months	1,017	27.3%	53
Gambled at a casino in last 12 months	416	11.1%	86
Visited a theme park in last 12 months	599	16.1%	85
Viewed movie (video-on-demand) in last 30 days	309	8.3%	46
Viewed TV show (video-on-demand) in last 30 days	218	5.8%	42
Watched any pay-per-view TV in last 12 months	398	10.7%	97
Downloaded a movie over the Internet in last 30 days	436	11.7%	129
Downloaded any individual song in last 6 months	552	14.8%	73
Watched a movie online in the last 30 days	776	20.8%	87
Watched a TV program online in last 30 days	426	11.4%	64
Played a video/electronic game (console) in last 12 months	340	9.1%	100
Played a video/electronic game (portable) in last 12 months	206	5.5%	106
<b>Financial (Adults)</b>			
Have home mortgage (1st)	506	13.6%	43
Used ATM/cash machine in last 12 months	1,494	40.0%	75
Own any stock	105	2.8%	39
Own U.S. savings bond	113	3.0%	63
Own shares in mutual fund (stock)	164	4.4%	64
Own shares in mutual fund (bonds)	110	2.9%	62
Have interest checking account	531	14.2%	48
Have non-interest checking account	854	22.9%	78
Have savings account	1,413	37.9%	65
Have 401K retirement savings plan	231	6.2%	40
Own/used any credit/debit card in last 12 months	2,291	61.4%	77
Avg monthly credit card expenditures: <\$111	323	8.7%	72
Avg monthly credit card expenditures: \$111-\$225	222	6.0%	83
Avg monthly credit card expenditures: \$226-\$450	171	4.6%	68
Avg monthly credit card expenditures: \$451-\$700	187	5.0%	81
Avg monthly credit card expenditures: \$701-\$1,000	141	3.8%	65
Avg monthly credit card expenditures: \$1,001+	259	6.9%	64
Did banking online in last 12 months	801	21.5%	55
Did banking on mobile device in last 12 months	527	14.1%	60
Paid bills online in last 12 months	1,176	31.5%	64

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,126	70.6%	103
Used bread in last 6 months	1,478	92.7%	99
Used chicken (fresh or frozen) in last 6 months	1,098	68.8%	100
Used turkey (fresh or frozen) in last 6 months	236	14.8%	97
Used fish/seafood (fresh or frozen) in last 6 months	899	56.4%	103
Used fresh fruit/vegetables in last 6 months	1,314	82.4%	95
Used fresh milk in last 6 months	1,333	83.6%	97
Used organic food in last 6 months	307	19.2%	81
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	808	21.7%	78
Exercise at club 2+ times per week	281	7.5%	52
Visited a doctor in last 12 months	2,505	67.1%	87
Used vitamin/dietary supplement in last 6 months	1,824	48.9%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	331	20.8%	74
Used housekeeper/maid/professional HH cleaning service in last 12	145	9.1%	65
Purchased low ticket HH furnishings in last 12 months	206	12.9%	77
Purchased big ticket HH furnishings in last 12 months	294	18.4%	84
Bought any small kitchen appliance in last 12 months	290	18.2%	81
Bought any large kitchen appliance in last 12 months	153	9.6%	68
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	987	26.5%	59
Carry medical/hospital/accident insurance	2,051	55.0%	74
Carry homeowner insurance	847	22.7%	48
Carry renter's insurance	248	6.6%	77
Have auto insurance: 1 vehicle in household covered	525	32.9%	108
Have auto insurance: 2 vehicles in household covered	369	23.1%	80
Have auto insurance: 3+ vehicles in household covered	182	11.4%	50
<b>Pets (Households)</b>			
Household owns any pet	784	49.2%	90
Household owns any cat	246	15.4%	67
Household owns any dog	654	41.0%	98
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,342	36.0%	89
Usually buy items on credit rather than wait	437	11.7%	89
Usually buy based on quality - not price	644	17.3%	89
Price is usually more important than brand name	975	26.1%	94
Usually use coupons for brands I buy often	651	17.4%	97
Am interested in how to help the environment	826	22.1%	121
Usually pay more for environ safe product	717	19.2%	135
Usually value green products over convenience	614	16.5%	145
Likely to buy a brand that supports a charity	1,381	37.0%	107
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	207	5.5%	42
Bought hardcover book in last 12 months	433	11.6%	58
Bought paperback book in last 12 month	550	14.7%	51
Read any daily newspaper (paper version)	657	17.6%	85
Read any digital newspaper in last 30 days	989	26.5%	70
Read any magazine (paper/electronic version) in last 6 months	3,080	82.6%	91

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,545	68.2%	90
Went to family restaurant/steak house: 4+ times a month	949	25.4%	95
Went to fast food/drive-in restaurant in last 6 months	3,342	89.6%	99
Went to fast food/drive-in restaurant 9+ times/mo	1,428	38.3%	97
Fast food/drive-in last 6 months: eat in	1,270	34.0%	93
Fast food/drive-in last 6 months: home delivery	357	9.6%	114
Fast food/drive-in last 6 months: take-out/drive-thru	1,518	40.7%	86
Fast food/drive-in last 6 months: take-out/walk-in	579	15.5%	74
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,155	31.0%	68
Own any e-reader	111	3.0%	40
Own e-reader/tablet: iPad	480	12.9%	48
HH has Internet connectable TV	282	17.7%	68
Own any portable MP3 player	494	13.2%	62
HH owns 1 TV	397	24.9%	119
HH owns 2 TVs	482	30.2%	112
HH owns 3 TVs	297	18.6%	89
HH owns 4+ TVs	181	11.3%	64
HH subscribes to cable TV	665	41.7%	93
HH subscribes to fiber optic	84	5.3%	66
HH owns portable GPS navigation device	210	13.2%	53
HH purchased video game system in last 12 mos	114	7.1%	84
HH owns any Internet video device for TV	191	12.0%	59
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,060	28.4%	55
Took 3+ domestic non-business trips in last 12 months	175	4.7%	39
Spent on domestic vacations in last 12 months: <\$1,000	235	6.3%	58
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	179	4.8%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	129	3.5%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	108	2.9%	76
Spent on domestic vacations in last 12 months: \$3,000+	161	4.3%	69
Domestic travel in the 12 months: used general travel website	166	4.4%	64
Foreign travel in last 3 years	554	14.8%	56
Took 3+ foreign trips by plane in last 3 years	134	3.6%	75
Spent on foreign vacations in last 12 months: <\$1,000	155	4.2%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	131	3.5%	93
Spent on foreign vacations in last 12 months: \$3,000+	155	4.2%	70
Foreign travel in last 3 years: used general travel website	126	3.4%	56
Nights spent in hotel/motel in last 12 months: any	868	23.3%	53
Took cruise of more than one day in last 3 years	103	2.8%	32
Member of any frequent flyer program	138	3.7%	21
Member of any hotel rewards program	175	4.7%	28

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